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MEDIA RELEASE

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**Waukesha County Executive Daniel Finley Announces
Bo Black as Waukesha County Executive Awards Keynote Speaker**

WAUKESHA – Bo Black will be the keynote speaker at the sixth annual County Executive Awards Luncheon to be held at the Country Inn on Tuesday, October 2.

The County Executive Awards, presented by Waukesha County Executive Daniel M. Finley and co-sponsored by Firststar and WISN 12, recognizes excellence in Waukesha County organizations in the following categories: Business of the Year, Non-Profit of the Year and Government Agency of the Year.

In January of 1984, Black was named Executive Director of Milwaukee World Festivals, Inc., (Summerfest) which provides top-quality musical entertainment in Milwaukee and attracts audiences nationwide. During her tenure, Summerfest has realized an increase of gross revenues from \$3.8 to \$19.4 million, and has generated \$10 million in festival admission and concert ticket sales. Prior to her career with Summerfest, Black served as a Staff Advisor for Mayor Henry Maier and as a fundraiser for the National Multiple Sclerosis Society. Black is committed to economic growth and development for which she has been recognized by numerous community organizations.

Reservations for the luncheon are available at \$30.00 per person, and corporate tables often are available for \$300.00. For further information or to make reservations contact Jeffrey Landin at 548-7902.

All members of the media are invited to attend the event but are required to make reservations if eating lunch.

Black is scheduled to speak at 12:30 p.m.

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